



Meeting Summary

Education Committee

3/11/2014

N.C. ITS

3900 Wake Forest Rd

Raleigh, NC

10:00 AM – 12:00 PM

<u>Members Present</u>	<u>Staff Present</u>	<u>Guest</u>
Margie Fry, Chair	David Dodd	Closed Meeting
Jimmy Stewart	Richard Bradford	No Guests Present
Rick Thomas	Richard Taylor	
	Dave Corn	
<u>Members Absent</u>	<u>Staff Absent</u>	
	Marsha Tapler	
Neal Sizemore	Tina Bone	
Jean Thaxton		
Darryl Bottoms		

Margie Fry called the Education Committee meeting to order at 10:06 AM, and welcomed everyone.

Margie turned the meeting over to Richard Taylor to discuss the RFPs for the movie trailers educational project. Richard reminded everyone today's meeting is closed because the information being discussed is proprietary, and not for public dissemination. Richard went on to discuss the RFP, including the information being asked for, and the evaluation process built into the document.

The question was asked if the Committee could recommend to award one bid, more than one bid, or no bid? Richard Bradford said yes, but wanted to know why the Committee might want to award

more than one bid? It appeared from the RFPs, neither provider who submitted a proposal covers all markets, hence the question.

“Screenvision” was the first RFP reviewed. Their proposal showed a projected cost for 26 weeks in 43 theaters, with a total of 466 screens. The cost breakdowns were:

One 15 second spot	\$ 135,863.00
One 30 second spot	\$ 244,093.00
Two 30 second spots	\$ 433,421.00

Some of the questions/comments the committee had regarding this proposal:

Is there an additional cost to create more than one message, and if so, how much?

Can the Committee ask for a per theater cost? This was originally asked for, but not provided. The bid would seem to indicate this is an “all or none” proposal. Does the Committee have the authority to confirm that?

Does the Committee have the authority to pick the markets they want to advertise in?

If a message has to be re-sized, or otherwise modified, can the Committee request to see the quality of the finished product before it is distributed to the public?

The Committee then turned to the “NCM Media Network” proposal. Richard Taylor said NCM and Screenvision do overlap in some markets. The financial statement from NCM looks more stable. NCM provided a very detailed breakdown of their creative services and costs.

Margie asked if the Board staff can create the messages, or can the Board contract with local providers to create the messages? The question being, could it be done more cost effectively on a local level and would the finished product have a more local feel?

The Committee had a concern with the lack of theaters in all counties. Can we get our messages to all people with the coverage these 2 companies are provided? Jimmy Stewart said perhaps the Committee will need to look for other delivery methods to reach those in more rural areas. The Committee liked the idea of exploring other media options for reaching the target audience.

Jimmy Stewart likes the idea of a more limited project, to address the abandoned and hang up 911 call problem in the 919 area code. He would like to see this project go for a 3-6 month period and then use local PSAP or ECATS data to evaluate the abandoned/hang up call volume in the 919 area code to see if there is a reduction in the numbers, which would indicate the advertising may be having a positive effect.

Margie met with Jan Withers from the Division of Deaf and Hard of Hearing. They are trying to set up a contract with Marlee Matlin, to promote Texting to 911 in NC, and possibly have her in person at the APCO/NENA Conference at Sunset Beach in September.

Margie also asked what are the other educational areas the Committee wants to focus on? If educating legislators is a priority, what communications is lacking? Would a monthly newsletter from 911 board staff be beneficial? This newsletter could feature cutting edge PSAPs and interviews with top PSAP managers. Would it be beneficial to have a 911 Board Day at the General Assembly?

Richard Taylor noted legislators get their direction from lobbyists and their constituents back home. Maximum contact with legislators occurs on individual bills and issues. He thinks more time should

be spent talking with City and County Managers, educating them on what the Board does. He would also like to continue something started last year, of recognizing telecommunicators and PSAPs for outstanding service to their communities.

Rick Thomas noted that social media outlets like Twitter, Face Book, and You Tube are ways to reach the younger population. He asked about the costs of adds on You Tube that run before the videos play.

There being no further business, Margie Fry adjourned the meeting at 12:05 PM.